The Thomas G. Carpenter Library's Strategic Six-Year Plan 2017/18 – 2023/24

Mission
The Carpenter Library supports the educational goals of the University of North Florida by providing information resources, services, and programs that encourage study and learning, support instruction and academic programs, facilitate research and scholarship, and engage the university-at-large and the broader communities we serve.

Vision
The Carpenter Library aspires to be the intellectual center of its community, to foster innovations that lead to the discovery of knowledge, and to further the research and scholarly endeavors of its users.

Core Values
The following values serve as our primary guiding principles:
Accessible
Collaborative
Engaging
Innovative
User-centric

Goals
We intend to accomplish our mission through five goals that are characterized by a commitment to excellence, relevance to the diverse needs and expectations of our constituents, and accountability for ongoing assessment and improvement. The five library-wide goals and corresponding strategies for achieving those goals are listed in this document. The Administrative, Public Services, and Systems/Technical Services Divisions will each develop corresponding action items and metrics that state how the strategies will be met and measured. The Carpenter Library Strategic Plan in aligned with the UNF Six-Year Strategic Plan.

Goal 1: Advance students' educational experiences.
Strategies:
   a. Provide a safe and caring atmosphere that is culturally and diversely inclusive.
   b. Design physical spaces that adapt to user's diverse needs, stimulate collaboration and knowledge creation, develop critical thinking skills, and support engagement.
   c. Support the unique and emerging needs of online and active learning.
   d. Seek diverse perspectives from students for improving user-centered library services.

Goal 2: Support academic programs.
Strategies:
   a. Align library collections and access strategies to support the current and emerging research and teaching mission of the university.
   b. Foster collaborations with campus organizations that supplement instruction and support teaching, research, and learning.
   c. Explore ways to support open educational resources (OER) and textbook affordability.

d. Design and implement an intuitive, user-friendly online presence that promotes discovery and learning.
e. Provide expertise and support for digital scholarship.
f. Develop comprehensive online and physical access to archival and rare materials; and publicize collections.
g. Integrate library faculty, resources, and collections in the curriculum and the university learning management system Canvas.

Goal 3: Support faculty with their teaching and research.
Strategies:
a. Ensure liaisons are linked in an official capacity to university flagship programs, the six colleges, and other units that support faculty, such as CIRT and OFE.
b. Collaborate with the Office of Sponsored Research to ensure the library has citation analysis and journal-ranking resources to help faculty measure their research impact.
c. Expand enrollment of faculty in the SelectedWorks Gallery.
d. Market the Digital Commons as a platform for publishing and archiving faculty research outputs.
e. Seek faculty input for improving library services and collections via targeted surveys/focus groups, meetings, and involvement in university committees.

Goal 4: Support outreach and partnerships.
Strategies:
a. Increase awareness of library programming, resources, and services to help students learn, succeed, and graduate on-time.
b. Actively communicate with faculty about library programming, resources and services in support of their teaching and research needs.
c. Seek innovative approaches to actively engage and serve the Jacksonville community.
d. Use integrated communication and branding strategies to promote the value of the library to its different constituencies
e. Explore collaborative partnerships and funding for library projects.

Goal 5: Perform effectively as a library organization.
Strategies:
a. Develop physical and virtual learning environments that enable academic success and innovation.
b. Support professional development, recruit highly qualified staff, and provide them with the resources they need to excel in the performance of their duties.
c. Facilitate opportunities for seeking external grants to expand library resources and services.
d. Encourage systematic project management and development of innovative ideas.
e. Develop a comprehensive data warehouse for user-centered, evidence-based decision-making and assessment.